

FILE

FEBRUARY 28

1977

fashion calendar

37th year • a weekly publication

JANUARY

FEBRUARY

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1978 -- NEXT YEAR

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of every event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue, therefore, will yield maximum use of FASHION CALENDAR to the reader . . . Ruth Finley, Publisher.

WEEK BEGINNING MONDAY, FEBRUARY 28, 1977

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|--|--|--|---|
| Feb. 27 | NEW YORK GIFT SHOW AT N.Y. COLISEUM (Feb. 27 - March 4). Contact: 757-5000. | | |
| Feb. 27 | EUROPEAN FALL FASHION FAIR AT CHICAGO APPAREL CENTER (Feb. 27-March 2), 695-3558 | | |
| Monday Feb. 28 12:00 Noon Luncheon | BENEFIT FASHION SHOW FOR JOFFREY BALLET Spring fashions by Andre Murasan--danced by members of Joffrey Ballet. Tickets: \$45.00 each. Contact: Jan Michel, 130 West 56 St., 265-7300. | ELIZABETH ARDEN | HOTEL PLAZA GRAND BALLROOM |
| Monday Feb. 28 6:30 P.M. | CHRISTIAN DIOR BENEFIT FASHION SHOW Marc Bohan will be present. Tickets: \$20.00 for benefit of Jewish Guild for the Blind. By invitation. Publicity: Suzanne Butterfield, PL 3-7300. | BERGDORF GOODMAN | 4TH FLOOR |
| Beginning Monday Feb. 28 | OPENING OF SUMMER COLLECTION By appointment. Contact: 421-6133. | JACQUES BELLINI | 241 EAST 60TH STREET SHOWROOM |
| Beginning Monday Feb. 28 | EARLY FALL COLLECTION Continuous by appointment. Contact: Alyson, 594-8400. | LIZ CLAIBORNE | 80 WEST 40TH STREET NEW SHOWROOM - 6TH FLOOR |
| Beginning Monday Feb. 28 | OPENING OF FALL COLLECTION Continuous by appointment. Contact: 582-7453. | DONALD DAVIES OF DUBLIN | 50 WEST 57TH STREET SHOWROOM - 5TH FLOOR |
| Beginning Monday Feb. 28 | COMPLETE FALL COLLECTION Continuous by appointment. Contact: 868-1620. | JAEGER | 1407 BROADWAY SHOWROOM - 41ST FLOOR |
| Beginning Monday Feb. 28 | OPENING OF EARLY FALL COLLECTION By appointment. (Through March 11). Contact: 391-1790. | TIKTINER | 530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| Tuesday March 1 11:30 A.M. | ADOLFO FASHIONS AT BENEFIT SHOW Spring fashion show, for benefit of Museum of City of N.Y. By invitation. Contact: 427-6565. Publicity: Helen O'Hagan, PL 3-4000. | SAKS FIFTH AVENUE | 5TH FLOOR |
| Beginning Tuesday March 1 | OPENING OF SPECIAL SUMMER GROUP Continuous by appointment. Contact: Barry Zawel, 398-9115. | COLLECTOR'S I (DIV. LEONARD SUNSHINE) | 550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR |
| Beginning Tuesday March 1 | OPENING OF SPECIAL SUMMER GROUP Continuous by appointment. Contact: Helen Presser, 398-9115. | MAC TAC OF PARIS FOR LEONARD SUNSHINE | 550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR |
| Wednesday March 2 9:00 A.M.- 10:30 A.M. | BEAUTY NEWS-- "FRESH FROM EUROPE" Five hairstylists will present new beauty directions -- hair and makeup; Adrien Arpel's new European facial. By invitation (must present admission card). Contact: Chris Fields, 486-9466; or Miraed Peake Smith, 397-6700. | SAKS FIFTH AVENUE | 3RD FLOOR BEAUTY SHOPS |

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| Wednesday | MENSWEAR FASHION SHOW | OSCAR DE LA RENTA | REGINE'S |
| March 2 | AND RECEPTION | MENSWEAR | 59TH ST. & PARK AVE. |
| 4:30 P.M. | Preview of Fall menswear by Oscar de la Renta. <u>Show at 5:00 P.M.</u> By invitation. | | |
| Cocktails | Contact: Diane Harrell, 245-6760. | | |
| Wednesday | "CONVERSATION PIECES"-- | MACY'S NEW YORK | 9TH FLOOR |
| March 2 | SIX ROOM SETTINGS | (151 WEST 34TH STREET) | HABITAT |
| 7:00 P.M.- | Benefit for Juvenile Diabetes Foundation, presenting the Bell System's newest | | |
| 9:00 P.M. | phones on display in 6 room settings, created for guest celebrities: Dina Merrill, Julia Child, Naomi Sims, Polly Bergen, Cheray and Peter Duchin, Jack Gilford. Donation: \$15.00 each. Publicity: Joan Parker, 974-7941. | | |
| Thursday | PREVIEW OF SPRING | THE NEW YORK JAX | 7 WEST 57TH STREET |
| March 3 | AND SUMMER FASHIONS | | |
| 6:00 P.M.- | New collection designed by Sally Hanson for The New York Jax. By invitation. | | |
| 8:00 P.M. | (Cocktails). Contact: Ms. Horby, 753-5866. | | |
| Friday | PRESS BREAKFAST WITH | BLOOMINGDALE'S | MEZZANINE |
| March 4 | MARGOT FONTEYN | | 1000 THIRD AVENUE |
| 9:00 A.M. | Introducing Margot Fonteyn's new collection of dance and exercisewear. By | | |
| Breakfast | invitation. Publicity: Peggy Healy, 223-7204. Benefit for Roundabout Dance Fund. Tickets: \$25.00 each. Contact: Val More, Roundabout Theatre, 924-7160. | | |
| March 5- | TENTH READY-TO-WEAR FESTIVAL AT CONVENTION CENTER IN HONG KONG. Contact: | | |
| March 11 | Maralyn Rittenour, Hong Kong Trade Devt. Council, 548 Fifth Ave., 582-6610. | | |
| Sunday | OPENING 10TH SEMI- | EUROPEAN FASHION FAIR | 7TH AVE. AT 34TH STREET |
| March 6- | ANNUAL FASHION FAIR | (1 PENN PLAZA) | EXHIBITION CTR.-6TH FLOOR |
| March 9 | More than 200 exhibitors from 15 European countries--Fall/Winter '77. Press--Lenore Ringler at Spencer & Rubinow, 751-9050; Buyers--Jackie Cowen, 695-3558. | | |
| Monday | FIRST AMERICAN SHOWING: | MONDI | FOUR SEASONS |
| March 7 | FALL KNITWEAR & SPORTSWEAR | (1411 BROADWAY) | 99 EAST 52 STREET |
| 4:00 P.M. | By invitation. Retailers: John Mermelstein, 541-6105; Press: Kezia Keeble, 582-3473. | | |
| Monday | ROBES, LOUNGEWEAR, | FORMFIT ROGERS | 530 FIFTH AVENUE |
| March 7- | WARMWEAR, LEISURE THINGS | | SHOWROOM - 15TH FLOOR |
| March 11 | No shows. By appointment. Contact: 682-1333. | | |
| Monday | FALL READY-TO-WEAR | GOVERNMENT OF ISRAEL TRADE | N.Y. HILTON HOTEL |
| March 7- | FASHIONS FROM ISRAEL | CENTER (111 W. 40TH ST.) | |
| March 11 | Forty manufacturers of men's, women's and children's fashions will present collections from Israel. By appointment. Contact: 594-5215. | | |
| Monday | EARLY FALL | KAYSER ROTH | 640 FIFTH AVENUE |
| March 7- | MARKET | | SHOWROOM - 5TH FLOOR |
| March 11 | By appointment. Contact: Bernadette Koziel, PL 7-9600. | | |
| Monday | PREMIERE COLLECTION: | ELSA MARTINELLI | ST. REGIS HOTEL |
| March 7- | READY-TO-WEAR | | PRIVATE SUITE |
| March 17 | Dresses, coats, knitwear. By appointment. Contact: Mary Blake, 369-6977. | | |
| Beginning | OPENING OF FALL | P.B.S.A. LTD. | 498 SEVENTH AVENUE |
| Monday | COLLECTION | | SHOWROOM - 9TH FLOOR |
| March 7 | By Shirley Willett, Karen Siltan, Charlotte Cashmeres. Contact: 947-4492. | | |
| Beginning | SUMMER JEWELRY | P. C. DESIGNS, INC. | 385 FIFTH AVE. (36TH ST.) |
| Monday | AND BELT COLLECTION | BY PETER CATALANO | SHOWROOM - SUITE 809 |
| March 7 | Continuous showings by appointment. Contact: Gail Meehan, 679-6281. | | |

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| Tuesday March 8 10:00 A.M. | PREVIEW OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: | CACHAREL FOR MALLORY | 530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR 221-7222. |
| Tuesday March 8 11:30 A.M. | GLORIA VANDERBILT BENEFIT FASHION SHOW For benefit of Memorial Sloan Kettering. By invitation. Contact: Bradley Tonkin, 794-7973. Publicity: Helen O'Hagan, PL 3-4000. | SAKS FIFTH AVENUE | 5TH FLOOR |
| Tuesday March 8 5:00 P.M. | MENSWEAR FASHIONS FOR FALL AND WINTER (Note change of date). Also, sportswear. By invitation. Contact: 582-8034. | JEFF BANKS FOR NIK NIK (1290 SIXTH AVENUE) | F.I.T. AMPHITHEATRE 227 WEST 27TH STREET |
| Wednesday March 9 11:30 A.M. | PRESS SHOWING OF COUTURE FASHIONS Fashions from Dior, Givenchy, St. Laurent. By invitation. Publicity: Suzanne Butterfield, PL 3-7300. | BERGDORF GOODMAN | 2ND FLOOR |
| Wednesday March 9 12:30 P.M. | FIRST SHOWING OF "VINTAGE FASHIONS" Luncheon showing of antique clothes. Reservations (from \$8.95). Contact: CI 6-9171. | LYDIA VESTICCI ANTICHI (21 EAST 65TH STREET) | BARBETTA RESTAURANT 321 WEST 46TH STREET |
| Wednesday March 9 6:45 P.M.- Midnight | PRESENTATION OF 1977 TOMMY AWARDS Annual awards for creativity in print design. Retailer of Year Award--Marvin Traub, Pres., Bloomingdale's. Over-The-Counter Award--David Sofro, President, House of Fabrics. By invitation. Contact: Arlene Friedlander, 564-8505. | AMERICAN PRINTED FABRICS COUNCIL | HOTEL PLAZA GRAND BALLROOM |
| Thursday March 10 4:00 P.M. | MENSWEAR-- FALL 1977 Pierre Cardin will personally present his men's sportswear and clothing collections for America. By invitation. Contact: Retailers--582-4040, ext. 507; Press--Arnold Linsman, 983-8513. | PIERRE CARDIN | FOUR SEASONS 99 EAST 52ND STREET |
| Cancelled March 10 | THE DIANNE B. PRESS SHOWING INTRODUCING NEW COLLECTION, ORIGINALLY SCHEDULED FOR THURSDAY, MARCH 10 AT 5:00 P.M., HAS BEEN CANCELLED. | | |
| Friday March 11 12:00 Noon Luncheon | "NEW PATTERNS OF LIVING" -- LUNCHEON "On Our Own Free Time: The 135 Billion Dollar Opportunity" -- Travel and Leisure. Chmn.: Frances Koltun. Members: \$20.00; guests: \$25.00. Contact: CI 7-3940. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | N.Y. HILTON HOTEL BALLROOM |
| March 11 | INTERNATIONAL CHILDREN'S FASHION FAIR IN COLOGNE (March 11-13) | | |
| March 11- March 19 | PINKY & DIANNE LTD. (FOR PRIVATE LABEL) WINTER COLLECTION IN MILAN -- MEN'S & WOMEN'S FASHIONS. Contact: Nally Bellati, Via Vivaio 10. Tel: 79-32-75. | | |
| Monday March 14- March 18 | READY-TO-WEAR SHOWINGS IN MILAN (By invitation from individual designers) Contact: Piazza Aracoeli 3, 00186 Rome, Italy. Tel: 679-43-90. <u>Mon., March 14:</u> 12:00 Noon-Sportmax at Principe; 3:00 P.M.-Pellegrini at Principe; 3:30-Tivioli at Principe; 4:00-Helyett at Via Cesare Battisti 21; 5:00-Baila at Principe; 6:00-Naldoni at Palace; 6:30-Irione at Palace; 7:00-Barocco at Principe; 8:00-Courlande at Palace. <u>Tues., March 15:</u> 9:30-Soldano at Principe; 10:30-Princess Galitzine Boutique at Principe; 11:30-Ognibene Zendman Boutique at Palace; 12:30-Kinki Shop at Principe; 3:00-Lancetti at Principe; 4:00-Heinz Riva Bis at Principe; 5:00-Melchiorri at Palace; 6:00-Geoffrey Beene at Diana; 7:30-Andre Laug Boutique at Principe. | | |

READY-TO-WEAR SHOWINGS IN MILAN (continued from page 3)

Wed., March 16: 9:30 A.M.-Callaghan at Principe; 10:30-Ripa Addition at Palace; 11:30-Miguel Cruz-Melegari & Costa at Principe; 12:30 P.M.-Sanlorenzo at Principe; 3:00-Trell at Principe; 4:00-Charade Top at Via S. Sofia 33; 5:30-Lorenbetty at Palace; 6:30-Dorian at Principe; 7:30-Mila Schon Due at Via Montenapoleone.

Thurs., March 17: 9:45 A.M.-Laura Biagiotti at Principe; 11:00-Lux International at Palace; 12:15 P.M.-Basile at Principe; 3:00-Krizia at Palazzo della Permanente; 4:30-Armani at Principe; 5:30-Mario Valentino at Principe; 6:30-Walter Albini, sede da definire; 7:30-Ken Scott at Principe.

Fri., March 18: 9:45 A.M.-Fendi at Palace; 11:00-Complice at Principe; 12:15 P.M.-Missoni at Diana; 3:00-Caumont at Principe; 5:00-Roberta di Camerino at Principe; 6:30-Cadette at Principe; 7:30-Giorgio Correggiari.

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| Tuesday March 15- | FORECAST-- FALL AND WINTER | GLAMOUR MAGAZINE | 350 MADISON AVENUE SHOWROOM - 10TH FLOOR |
| March 24 | Fashions and fabrics. At 9:00 A.M. & 4:00 P.M., Tues., Wed., Thurs., by reservation. (Also, April 12-21). Contact: Barbara Wolf, 692-5386. | | |
| March 16 5:30 P.M. | PRESENTATION OF AMERICAN DESIGNER AWARDS FOR LEATHER AT MARRIOT MOTOR INN, ST. LOUIS, MISSOURI. Contact: Leather Industries of America, 686-7956. | | |
| March 17 | MAGIC (MEN'S APPAREL GUILD IN CALIFORNIA) -- IN SAN DIEGO (March 17-21). | | |
| March 18 | SKI INDUSTRIES AMERICA TRADE SHOW IN LAS VEGAS, NEVADA (March 18-23). | | |
| March 19 | CHICAGO, ILLINOIS EARLY FALL COLLECTIONS (March 19-24). | | |
| March 20 | PITTI DONNA KNITWEAR AND ACCESSORIES SHOWINGS IN FLORENCE, ITALY (March 20-23). | | |
| Beginning Monday March 21 | OPENING OF FALL COLLECTION Continuous by appointment. | PICATO | 1407 BROADWAY SHOWROOM - SUITE 3902 |
| Tuesday March 22- March 31 | FALL-WINTER PRET-A-PORTER SHOWINGS IN PARIS (tentative schedule). By invitation. (Showings at Porte de Versailles, March 26-30). Schedule for press showings by Pret-a-Porter des Couturiers et des Createurs de Mode will be published in a future issue. Press contact: Denise Dubois, 100 Faubourg St. Honore, Paris 75008; in N.Y.-Fr. Apparel Center, 541-9075; Buyers-Fr. Trade Shows, 582-4960. | | |
| | 11:00 A.M. | Revillon, (42, rue La Boetie), | 266-61-03. |
| | 12:30 P.M. | Yuki Torii, | 567-58-14. |
| | 1:30 P.M. | Scapa of Scotland, (71, rue des Sts Peres), | 548-99-44. |
| | 3:00 P.M. | Madeleine De Rauch, | 225-02-99. |
| | 5:00 P.M. | Capucci, | 766-12-46. |
| <u>Wed., March 23:</u> | 11:00 A.M. | Jun Ashida, 5, ave. Gabriel, | 508-42-06. |
| | 1:00 P.M. | Lison Bonfils | |
| | 2:30 P.M. | Tiktiner, (47, rue Pierre Charron), | 720-61-55. |
| | 4:00 P.M. | France Andrevie | |
| <u>Thurs., March 24:</u> | 10:00 A.M. | Marie Pierre Tattarachi, | 567-58-14. |
| | 11:00 A.M. | Ecriture, | 707-28-17 |
| | 12:00 Noon | Jousse, | 887-91-24. |

(continued on following page)

PRET-A-PORTER SHOWINGS IN PARIS (continued from page 4)

Thurs., March 24: 2:00 P.M. Deanna Littel, (11, rue du Roule), 233-37-54.
 3:00 P.M. Initial-Catessa-Elisabeth de Senneville, 766-83-26.
 4:00 P.M. Vincent Grenon pour Didier Hagler, 322-40-94.
 5:30 P.M. Emesse, 538-65-22.

Fri., March 25: 11:00 A.M. Renata, Intercontinental, 359-36-76.
 12:00 Noon Rech Femmes et Hommes et Synonyme, 508-05-42.
 2:00 P.M. Jacques Gilles, 326-49-40.
 3:30 P.M. Beretta, 887-91-24.
 4:30 P.M. Dan Beranger, 278-41-10.
 5:30 P.M. Rech
 6:30 P.M. Kansai Yamamota, 538-71-35.
 7:00 P.M. Suzuya, 073-14-92.

Sat., March 26: 9:30 A.M. Michel Klein, 260-08-98.
 10:30 A.M. Jean Claude de Lucas, 260-60-86.
 12:00 Noon Claude Montana, Hotel Meurisse, 278-41-10
 3:00 P.M. Thierry Mugler, Grand Hotel, 567-58-14.
 4:30 P.M. Issey Miyake, Salle Wagram, 260-41-33
 6:00 P.M. Jean Charles de Castelbajac, 260-78-40.
 8:00 P.M. Vicky Tiel, 633-33-80.

Sun., March 27: 10:00 A.M. T 13 Tan Guidicelli, 59, ave. d'Iena, 260-36-80
 11:00 A.M. Lanvin, Potel Elysee, 5 Ave. Gabriel.
 5:00 P.M. Deanna Littel

Mon., March 28: 10:45 A.M. GEP, Presse et Acheteurs, Hilton, 700-29-78.
 2:30 P.M. Dior, Palais des Congres
 4:30 P.M. Emmanuelle Khahn, 233-51-62
 5:30 P.M. Valentino, 723-64-17.
 6:30 P.M. Desarbres, 11 Fbg St. Honore, 700-29-78.

Tues., March 29: 9:30 A.M. Tiktiner
 6:00 P.M. Tan Guidicelli Soir, Intercontinental, 567-58-14.
 7:00 P.M. Ter et Bantine, 508-12-21.

Thurs., March 31: 11:30 A.M. Aujard, 567-63-73.
 2:30 P.M. Mic Mac, 566-58-19.

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| Saturday | "A DAY OF COLOR"-- | NATALIE SCHIAFFO & | LOTUS CLUB |
| March 26 | SEMINAR & LUNCHEON | PAT BARNES | 5 EAST 66TH STREET |
| 10:00 A.M.- | "Learn to use practical and psychic powers of color | | Price: \$25.00 (lunch |
| 4:00 P.M. | included). Contact: Pat Barnes, 157 East 18th St., 473-8604. | | |

March 26 EARLY FALL COLLECTIONS IN DALLAS (March 26-31)

March 27- NAMBS (Nat'l. Assn. of Men's Sportswear Buyers); and BAMA (Boys' and Young
 March 30 Men's Apparel Mfrs. Assn.) at N.Y. Statler Hilton Hotel. Contact: 689-7420.

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| Monday | MENSWEAR FASHIONS | RAFAEL BY BILL KAISERMAN | PLACE TO BE |
| March 28 | FOR FALL & WINTER | (29 WEST 56TH STREET) | ANNOUNCED |
| 5:00 P.M. | By invitation. Publicity: Roberta Bendavid, 399-2450. | | |

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| Tuesday | SHOWING OF FALL | GENTLEMEN'S QUARTERLY | PLACE TO BE |
| March 29 | MENSWEAR | | ANNOUNCED |
| 5:30 P.M. | By invitation. (5:30-7:30 P.M.). Contact: Margery Rubin Cohen, 644-5717. | | |

March 30 FALL AND WINTER READY-TO-WEAR SHOWINGS IN LONDON, ENGLAND (March 30-April 2)

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| March 30 | BRITISH INT'L. FASHION FAIR IN BIRMINGHAM, ENGLAND (March 30-April 2). | | |
| Beginning Thursday | FALL SPORTSWEAR COLLECTION | KENNETH WARREN LTD. BY ED CARACCI | 498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR |
| March 31 | Continuous showings. Contact: Audrey Weber, 736-3780. | | |
| April 3 | FIRST DAY OF PASSOVER (Sunday) -- Begins at sundown, Sat., April 2. | | |
| Beginning Monday | OPENING OF FALL COLLECTION | MAC TAC OF PARIS FOR LEONARD SUNSHINE | 550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR |
| April 4 | Printed French jersey dresses and scarves. Contact: Helen Presser, 398-9115. | | |
| April 10 | EASTER SUNDAY | | |
| Tuesday April 12 | PREMIERE SHOWING OF LEATHER COLLECTION | OSCAR DE LA RENTA FOR LEDASPAIN | PLACE TO BE ANNOUNCED |
| 11:00 A.M. Brunch | Alex Gropper of Ledaspain will present Spanish leathers for daytime into evening, designed by Oscar de la Renta. By invitation. Publicity: Billie Gould, 661-9675. | | |
| April 15 | EARLY FALL SHOWINGS IN LOS ANGELES BY N.Y. FASHION CREATORS (April 15-18) | | |
| Monday April 18 | PREMIERE: FALL LOUNGEWEAR | OSCAR DE LA RENTA FOR MEL MORTMAN | 525 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| 11:00 A.M. | By invitation. Thereafter by appointment. Contact: 564-1820. | | |
| Monday April 18 | SHOWING OF FALL COLLECTION | OLIVIER DESIGNS LTD. | 530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR |
| 3:00 P.M. | By invitation. Thereafter by appointment. Contact: 730-8118. | | |
| Beginning Monday April 18 | OPENING OF FALL COLLECTION | MORTON MYLES FOR ASSEMBLAGE | 498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR |
| April 18 | Continuous by appointment. Contact: Doris Reiter or Pat Mapes, 244-6670. | | |
| Beginning Monday April 18 | OPENING OF FALL COLLECTION | DONALD BROOKS | 530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR |
| April 18 | Continuous by appointment. Contact: Stephen Perlo, 391-0900. | | |
| Beginning Monday April 18 | OPENING OF FALL COLLECTION | INGRID CADO | 226 WEST 37TH STREET SHOWROOM - 7TH FLOOR |
| April 18 | Continuous by appointment. Contact: Terry Heitzler, 594-8955. | | |
| Beginning Monday April 18 | OPENING OF FALL COLLECTION | CHARLOTTE FORD | 530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR |
| April 18 | Continuous by appointment. Contact: 391-5460. Publ.: Joanne Creveling, 586-2377. | | |
| Beginning Monday April 18 | OPENING OF FALL COLLECTION | GOLDWORM | 1410 BRAODWAY SHOWROOM - 20TH FLOOR |
| April 18 | Continuous by appointment. Contact: 244-1700. | | |
| Beginning Monday April 18 | OPENING OF FALL COLLECTION | MAYA | 773 MADISON AVENUE (AT 66TH STREET) |
| April 18 | Continuous by appointment. Contact: 988-8444. | | |
| Beginning Monday April 18 | OPENING OF FALL COLLECTION | NANTUCKET NATURALS | 498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR |
| April 18 | Continuous showings. Contact: 244-3558. | | |
| Beginning Monday April 18 | FALL COLLECTION BY CLOVIS RUFFIN | RUFFINWEAR; RUFFINKNIT | 550 SEVENTH AVENUE SHOWROOM - 8TH FLOOR |
| April 18 | No formal show. Contact: Bert Reifer, 221-0661. Publ.: Jeanne Chappell, 221-0644. | | |

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| Beginning Monday April 18 | OPENING OF FALL COLLECTIONS Continuous by appointment. | SPORTWHIRL; & MULTI FACETS Contact: Barbara, 563-0800. | 498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| Monday April 18- May 6 | OPENING OF FALL COLLECTION Continuous by appointment. | ERNST STRAUSS; SCHNELL SPORT Contact: Paul Scott, 265-3024 or CI 7-2200. | HOTEL GOTHAM SUITE 1801 |
| Tuesday April 19 9:00 A.M. | OPENING OF FALL COLLECTION By invitation. (Continental breakfast). | TRACY MILLS Contact: 221-6374. | 57 WEST 38TH STREET SHOWROOM - 12TH FLOOR |
| Tuesday April 19 10:00 A.M. | SHOWING OF FALL COLLECTION Also, Tues., April 26 at 10:00 A.M. By reservation. | ADELE SIMPSON Contact: 354-8600. | 530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR |
| Tuesday April 19 11:00 A.M. | SHOWING OF FALL COLLECTION Also, Tues., April 26 at 11:00 A.M. By reservation. | MOLLIE PARNIS BOUTIQUE BY MORTY SUSSMAN Contact: 221-1445. | 530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR |
| Tuesday April 19 12:00 Noon | SHOWING OF FALL COLLECTION Also, Mon., April 25 at 12:00 Noon. By reservation. | HAROLD LEVINE BY DON BREITINGER Contact: 391-2255. | 530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |
| Tuesday April 19 2:00 P.M. | SHOWING OF FALL COLLECTION Also, Tues., April 26 at 12:00 Noon. By reservation. | HANAE MORI Contact: 221-5726. | 550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR |
| Tuesday April 19 3:00 P.M. | SHOWING OF FALL COLLECTION By invitation. Thereafter by appointment. | RODRIGUES FOR CARYLE Contact: 244-6761. | 530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR |
| Tuesday April 19 4:00 P.M. | SHOWING OF FALL COLLECTION By invitation. Thereafter by appointment, 6th floor. | GAMUT BY DON SAYRES (512 SEVENTH AVENUE) Contact: 354-4700. | PLACE TO BE ANNOUNCED |
| Tuesday April 19 5:30 P.M. | SHOWING OF FALL COLLECTION By invitation. Contact: 391-9100. Thereafter by appointment at 1290 Sixth Ave., 586-6707. | TRIGERE-TOO BY SUSSEX | 550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR |
| Tuesday April 19 7:00 P.M. | ITALIAN FASHION SHOW & DINNER DANCE By invitation. Cocktails at 7:00. Show at 7:30. Contact: 432-9250, Ext. 28. | ITALIAN TRADE COMMISSION | HOTEL PIERRE GRAND BALLROOM |
| Beginning Tuesday April 19 | OPENING OF FALL COLLECTION ALSO Sica Knits by Milton Kent Ford. Contact: Gladys Thompson, 594-4470. | CASI | 530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| Beginning Tuesday April 19 | OPENING OF FALL COLLECTION Continuous by appointment. Contact: Joan Resker, 695-5100. | ORIGINALA, INC. | 512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR |
| Beginning Tuesday April 19 | OPENING OF FALL COLLECTION Continuous by appointment. Contact: Bill Levin, 221-1995. | SAMUEL ROBERT, INC. | 530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| Beginning Tuesday April 19 | OPENING OF FALL COLLECTION Continuous by appointment. Contact: Jane Arend, 221-0637. | MALCOLM STARR | 550 SEVENTH AVENUE SHOWROOM - 8TH FLOOR |

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| Beginning Tuesday April 19 | OPENING OF FALL COLLECTION Continuous by appointment. | SUSAN THOMAS Contact: 354-7200. | 1411 BROADWAY SHOWROOM - 30TH FLOOR |
| Wednesday April 20 9:00 A.M. | SHOWING OF FALL SPORTSWEAR COLLECTION By invitation. Thereafter by appointment. | BILL ATKINSON LTD. Contact: Jeanne Atkinson, 221-8510. | 530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| Wednesday April 20 10:00 A.M. | SHOWING OF FALL COLLECTION By invitation. Thereafter by appointment. | JERRY SILVERMAN Contact: 244-7522. | 530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR |
| Wednesday April 20 11:00 A.M. | SHOWING OF FALL COLLECTION By invitation. Thereafter by appointment. | RIZKALLAH FOR DON FRIESE Contact: Marie Lippe, 398-9000. | 550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| Wednesday April 20 12:00 Noon | SHOWING OF FALL COLLECTION By invitation. Thereafter by appointment. | GINO-SNOW BY RICHARD ASSATLY Contact: 391-0901. | 550 SEVENTH AVENUE SHOWROOM - 12TH FLOOR |
| Wednesday April 20 1:00 P.M. | SHOWING OF FALL COLLECTION Also, April 25 at 1:00. By invitation. | VERA MAXWELL Contact: LO 3-4358. | 530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR |
| Wednesday April 20 2:30 P.M. | SHOWING OF FALL COLLECTION By invitation. Thereafter by appointment. | CUDDLECOAT; V & J DESIGN Contact: 279-9223. | 500 SEVENTH AVENUE SHOWROOM - 5TH FLOOR |
| Wednesday April 20 4:00 P.M. | SHOWING OF FALL COLLECTION By invitation. Thereafter by appointment, 16th fl. | DIANE VON FURSTENBERG (530 SEVENTH AVENUE) Contact: 354-8336. | HOTEL PIERRE COTILLION ROOM |
| Wednesday April 20 6:00 P.M. Cocktails-Dinner | ANNUAL FASHION CRITICS' AWARDS SHOW AND DANCE Designer-critics will present awards to students. Parsons Awards to ILGWU/ Sol Chaikin, Jonathan Logan/ Richard Schwartz, Lord & Taylor/Joseph E. Brooks. Reservations: \$150.00. (Black Tie). Contact: Edwin Cohen, 741-5662. | PARSONS SCHOOL OF DESIGN (66 FIFTH AVE.) | WALDORF-ASTORIA GRAND BALLROOM |
| <hr/> April 20 FRANKFURT, GERMANY FUR FAIR (April 20-24). <hr/> | | | |
| Thursday April 21 9:00 A.M. | SHOWING OF FALL EVENING FASHION By invitation. Buyers: 628-3817. Publ.: Julie Palmerio, 986-6669. | REIKO | 177 EAST 87TH STREET SHOWROOM - 5TH FLOOR |
| Thursday April 21 9:30 A.M. | PRESS PREVIEW OF FALL COLLECTION By invitation. Thereafter by appointment, 48 West 37 St., 5th fl. Contact: Arthur Sheer, 563-2633. Publicity: Ruth Hammer Associates, 682-6620. | BONNIE CASHIN FOR PHILIP SILLS | PLACE TO BE ANNOUNCED |
| Thursday April 21 10:00 A.M. | SHOWING OF FALL COLLECTION By invitation. Thereafter by appointment. | JAMES DAUGHERTY Contact: Lillian Brandt, 354-2299. | 530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| Thursday April 21 11:00 A.M. | FALL SHOWING: DRESSES & SPORTSWEAR Narducci dress collection and Narducci sportswear collection. By invitation. Thereafter appt. Dresses--530 Seventh Ave., 26th fl.; Jeff Levine, 221-6720. Sportswear--1407 Broadway, 41st floor; Herb Lewin, 221-3080. | LEO NARDUCCI--DRESSES; NARDUCCI WITH THE SMITHS | PLACE TO BE ANNOUNCED |

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| Thursday April 21 12:00 Noon | PRESS SHOWING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: Diane Radley, 581-4350. | HOUSE OF JULIO | 23 WEST 52ND STREET SHOWROOM - 3RD FLOOR |
| Thursday April 21 1:00 P.M. | SHOWING OF FALL COLLECTION Show followed by luncheon. By invitation (must present at door). Contact: Buyers--Joanne Jaap or Helen Bailey; Press--Fernanda Gilligan, 355-7600. | ROBERTA DI CAMERINO | OLYMPIC TOWER-2ND FLOOR 645 FIFTH AVE. (AT 51 ST.) |
| Thursday April 21 3:00 P.M. | SHOWING OF FALL COLLECTION By invitation. Thereafter by appointment, 5th floor. Contact: 354-9440. | ANTHONY MUTO FOR MARITA; A.M./P.M. (530 7 AVENUE) | F.I.T. AMPHITHEATRE 227 WEST 27TH STREET |
| Thursday April 21 5:30 P.M. | SHOWING OF FALL COLLECTION By invitation. Contact: 221-5765. Publicity: Rea Lubar, 279-0790. | ALICE BLAINE | 80 WEST 40TH STREET SHOWROOM - 10TH FLOOR |
| Beginning Thursday April 21 | OPENING OF FALL COLLECTION Continuous by appointment. Contact: Joan Miller, 221-1240. | VALERIE PORR | 530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR |
| Friday April 22 9:15 A.M. Breakfast | SHOWING OF FALL COLLECTION Show at 9:45. By invitation. Thereafter by appointment, 1411 Broadway, Suite 1144. Contact: 354-4942. Publicity: Vera Bacal, PL 3-8421. | ADINI COLLECTION BY INDIA IMPORTS OF RHODE ISLAND | 1407 CLUB 1407 BROADWAY |
| Monday April 25 9:00 A.M. | SHOWING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: 221-4200. | KASPER FOR JOAN LESLIE | 530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| April 25 | 10:00 A.M., GEOFFREY BEENE & BEENE BAG (Press Show), 550 Seventh Ave., 398-0800. | | |
| Monday April 25 11:00 A.M. | SHOWING OF FALL COLLECTION Also at 3:00 P.M. By reservation. Contact: Barrie Sommerfield, 398-9000. | GLORIA VANDERBILT | 550 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| April 25 | 12:00 Noon, BILL BLASS (Press Show), 550 Seventh Ave., 17th floor, 221-6660. | | |
| April 25 | 12:00 Noon, HAROLD LEVINE (2nd Show), 530 Seventh Ave., 21st fl., 391-2255. | | |
| April 25 | 1:00 P.M., VERA MAXWELL (2nd Show), 530 Seventh Ave., 26th fl., 563-4358. | | |
| Monday April 25 2:00 P.M. | SHOWING OF FALL COLLECTION Also April 26 at 2:00 P.M. (Press Show, April 25 at 10:00 A.M.-see above). By reservation. Contact: 398-0800. | GEOFFREY BEENE; & BEENE BAG | 550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| Monday April 25 3:00 P.M. | SHOWING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: 563-1640. | GLORIA SACHS | 530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR |
| April 25 | 3:00 P.M., GLORIA VANDERBILT (2nd Show), 550 Seventh Ave., 15th fl., 398-9000. | | |
| Monday April 25 4:00 P.M. | SHOWING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: 221-7545. | CATHY HARDWICK | 530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |

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| Monday April 25 5:30 P.M. | SHOWING OF FALL COLLECTION By invitation. Thereafter in showroom, 23rd floor. Contact: 221-8330. | ALBERT CAPRARO (550 SEVENTH AVENUE) | F.I.T. AMPHITHEATRE 227 WEST 27TH STREET |
| Monday April 25 5:30 P.M. | SHOWING OF FALL COLLECTION Also April 27 at 5:30. By invitation. Contact: Robert Nelson, (213) 652-9010. | MICHAEL NOVARESE (711 N. LA CIENEGA, L.A.) | HOTEL PLAZA PRIVATE SUITE |
| Monday April 25 6:45 P.M. | SHOWING OF FALL COLLECTION Show followed by dinner. By invitation. Contact: Buyers-- Eileen Rubini; Press--Guy Burgos, 247-2300. | FRANK YOUNG FOR ARTHUR RICHARDS | PLACE TO BE ANNOUNCED |
| Beginning Monday April 25 | OPENING OF FALL SKIRT COLLECTION Continuous by appointment. Contact: Lou Miller, 398-9000. | JUPE INTERNATIONAL | 550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| Beginning Monday April 25 | OPENING OF FALL COLLECTION Continuous by appointment. Contact: 398-0763. | POSH, INC. BY JAY ANDERSON | 550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR |
| Tuesday April 26 8:45 A.M. | PRESS SHOWING OF FALL COLLECTION By invitation. Buyers' Show at 4:00 P.M. By reservation. Contact: 354-4200. | BLASSPORT (550 SEVENTH AVENUE) | FOUR SEASONS 99 EAST 52ND STREET |
| Tuesday April 26 10:00 A.M. | FALL II COLLECTION Also at 1:00 P.M. (Limited seating). By invitation. Contact: 736-8888. | BETTY HANSON & COMPANY (205 WEST 39TH STREET) | 205 WEST 39TH STREET SHOWROOM - 14TH FLOOR |
| April 26 | 10:00 A.M., ADELE SIMPSON (2nd Show), 530 Seventh Ave., 23rd fl., 354-8600. | | |
| April 26 | 11:00 A.M., MOLLIE PARNIS BOUTIQUE, 530 Seventh Ave., 18th fl., 221-1445. | | |
| Tuesday April 26 11:45 A.M. | SHOWING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: 691-8300. | MRS. H. WINTER FOR YESTERDAY'S NEWS | 155 WEST 23RD STREET SHOWROOM - 10TH FLOOR |
| April 26 | 12:00 Noon, HANAE MORI (2nd Show), 550 Seventh Ave., 5th floor, 221-5726. | | |
| Tuesday April 26 1:00 P.M. | SHOWING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: 947-6845. | VICTORIA ROYAL BY MARTIN STAEHELY | 530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR |
| April 26 | 1:00 P.M., BETTY HANSON & CO., (2nd Show), 205 W. 39 St., 14th fl., 736-8888. | | |
| Tuesday April 26 2:00 P.M. | SHOWING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: 354-0760. | ALBERT NIPON | 530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR |
| April 26 | 2:00 P.M., GEOFFREY BEENE & BEENE BAG (3rd Show), 550 7 Ave., 4th fl., 398-0800. | | |
| Tuesday April 26 3:00 P.M. | SHOWING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: 239-7080. | JOHN ANTHONY | 550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR |
| Tuesday April 26 4:00 P.M. | SHOWING OF FALL COLLECTION By invitation. Thereafter by appointment, 7th fl. Contact: Jean Roberts, 354-1880. | DOMINIC ROMPOLLO (530 SEVENTH AVENUE) | 500 CLUB 500 SEVENTH AVENUE |

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| Tuesday | SHOWING OF FALL | TRIGERE, INC. | 550 SEVENTH AVENUE |
| April 26 | COLLECTION | | SHOWROOM - 16TH FLOOR |
| 4:00 P.M. | Also, Thurs., April 28 at 4:00. By reservation. (Press, Tues., May 3 at 11:30. By invitation). Contact: 391-9100. | | |
| April 26 | 4:00 P.M., BLASSPORT (Buyers' Show), Four Seasons, 99 E. 52nd St., 354-4200. | | |
| Tuesday | SHOWING OF FALL | RALPH LAUREN | PLACE TO BE |
| April 26 | COLLECTION | (550 SEVENTH AVENUE) | ANNOUNCED |
| 5:30 P.M. | Buyers--Judy Flynn, 221-0675, Press--Jeanne Chappell, 221-0644. | | |
| Tuesday | PRESS SHOWING OF | HOLLY'S HARP--CALIFORNIA | HOTEL PLAZA |
| April 26 | FALL COLLECTION | (950 CAHUENGA, L.A.) | PRIVATE SUITE |
| 7:00 P.M. | Showings at 9:00 A.M., April 27, 28, 29, May 2. By appointment through May 6. Contact: Jim Harp, (213) 462-6377. | | |
| Wednesday | SHOWING OF FALL | GIL AIMBEZ-GENRE; | STATLER HILTON HOTEL |
| April 27 | COLLECTIONS | GIL AIMBEZ-BON MENAGE | 7TH AVE. & 33RD STREET |
| 9:00 A.M. | Introducing Bon Menage, new dress collection. By invitation. Thereafter by appointment, 530 Seventh Ave., 2nd floor. Contact: 563-0988. | | |
| Wednesday | OPENING OF FALL | GINALA, GINESSA, AQUANALA | 512 SEVENTH AVENUE |
| April 27 | COLLECTIONS | BY PAT SANDLER | SHOWROOM - 13TH FLOOR |
| 10:00 A.M. | By invitation. Thereafter by appointment. Contact: 244-2700. | | |
| Wednesday | SHOWING OF FALL | PORTFOLIO | 1411 BROADWAY |
| April 27 | COLLECTION | BY PERRY ELLIS | SHOWROOM - 29TH FLOOR |
| 10:30 A.M. | By invitation. Contact: Rick Costello, 354-8620. Publ.: Rea Lubar, 279-0790. | | |
| Wednesday | SHOWING OF FALL | MOLLIE PARNIS COUTURE | 530 SEVENTH AVENUE |
| April 27 | COLLECTION | BY MORTY SUSSMAN | SHOWROOM - 18TH FLOOR |
| 11:00 A.M. | By invitation. Thereafter by appointment. Contact: 221-1445. | | |
| Wednesday | SHOWING OF FALL | CALVIN KLEIN | 205 WEST 39TH STREET |
| April 27 | COLLECTION | | SHOWROOM - 11TH FLOOR |
| 12:00 Noon | Also at 3:30 P.M. By invitation. Contact: 736-9601. Publicity: Joanne Creveling, 586-2377. | | |
| Wednesday | SHOWING OF FALL | BILL BLASS | 550 SEVENTH AVENUE |
| April 27 | COLLECTION | | SHOWROOM - 17TH FLOOR |
| 1:00 P.M. | Also, Thurs., April 28, 1:00. (Press, Mon. April 25, 12:00 Noon). Contact: 221-6660. | | |
| Wednesday | SHOWING OF FALL | SCOTT BARRIE | PLACE TO BE |
| April 27 | COLLECTION | (530 SEVENTH AVENUE) | ANNOUNCED |
| 2:00 P.M. | By invitation. (Note change of date and time). Contact: 354-7830. | | |
| April 27 | 3:30 P.M., CALVIN KLEIN (2nd Show), 205 W. 39 St., 11th fl. Contact: 736-9601. | | |
| Wednesday | SHOWING OF FALL | PATTI CAPPALLI FOR | PLACE TO BE |
| April 27 | COLLECTION | JERRY SILVERMAN | ANNOUNCED |
| 5:00 P.M. | By invitation. Thereafter by appointment, 530 Seventh Ave., 10th fl., 391-0420. | | |
| April 27 | 5:30 P.M., MICHAEL NOVARESE (2nd Show), Hotel Plaza, Private Suite, (213) 652-9010. | | |
| Thursday | SHOWING OF FALL | KASPER FOR | 530 SEVENTH AVENUE |
| April 28 | COLLECTION | J.L. SPORT | SHOWROOM - 11TH FLOOR |
| 9:00 A.M. | By invitation. Thereafter by appointment. Contact: 221-4200. | | |